In economic performance between 1966 and 1978

U. S. calls auto industry a winner

By Miles Moore
Washington Staff Writer

WASHINGTON. — The auto industry was a "winner" in economic performance between 1966 and 1978, according to a study just published by the Commerce Department's Bureau of Industrial Economics.

The study evaluates the performance of 22 U. S. industries during the above years, based on six economic factors. Those industries which achieved the highest output growth rate, the highest profitability, the highest return to labor, the greatest export share, the smallest price increase and the least import penetration were declared economic "winners."

In 1966-78, according to the study, the auto industry tied for fourth place with non-electrical machinery among the 22 industries, behind only chemicals, tobacco and instruments and photo equipment.

Autos ranked first in net output growth and third in returns to labor, but suffered (not surprisingly) from high import penetration and poor export/shipment ratio.

Output in the auto industry grew at an annual rate of 5.17 percent between 1966 and 1978, and hourly wages grew 8.51 percent annually. Prices rose an average of 4.71 percent annually, putting cars in sixth place in that category; profit-sales ratio grew 4.2 percent annually, for 12th place, and profit-equity ratio grew 12.8 percent, for a ninth-place tie.

Import penetration grew 9.29 percent in 1978, and averaged 7.23 percent between 1966 and 1978, for 16th place. The export-shipment ratio grew 3.94 percent in 1978 and an average of 2.32 percent between 1966 and 1978, for 14th place.

Autos ranked second in labor productivity (up 4.26 percent), third in least energy intensity (up 2.24 percent) and sixth in least unit labor costs (up 4.73 percent), but only 20th in least increase of hourly compensation (up 8.99 percent) and 14th in least increase in materials costs (up 6.37 percent).

• In capital factors, autos ranked second in new equipment (up 11.9 percent) but only 18th in new structures (down 9 percent). Autos were sixth in R&D expenditure (up 7.36 percent) and eighth in capital stock per production worker ($30,120), but 17th in rate of change in capital/labor ratio (3.79 percent).

Autos placed first both in concentration and in shipments from large plants, and fourth in least overall regulatory burden.

In discussing the study, the bureau said that "winning performance in the past is no guarantee of winning performance in the future." As an example, the bureau used the "winning" auto industry, citing its recent sales and production declines, rising imports and low profitability.

"Although many of the industry's difficulties are cyclical and of relatively recent vintage," the bureau said, "it stands out that the industry's winning composite rank of 8.5 was primarily due to its No. 1 rank in output growth and its No. 3 rank for return to labor.

"While the motor vehicle industry is likely to continue to rank high in terms of wage levels, given the prospects for energy prices, it is not likely to continue to show long-term growth considerably above the average," the bureau added.

Fraser sees no turnaround until 1983 at the earliest

By Marjorie Sorge
Labor Editor

DETROIT.—There will be no turnaround in the auto industry until at least 1983 and the greatest causes are the interest rates and the imports, according to UAW President Douglas A. Fraser.

While he said there is no greater cause for the market slump than the import invasion, he also said the slowing of car sales is directly attributable to the rising interest rates.

All the auto companies have been hit hard by the slump but Fraser said Chrysler Corp., still in dire financial straits, can't survive long with the interest rates as they are.

Last year the company received $1.5 billion in federal loan guarantees after a rugged Congressional struggle but would find it politically unfeasible to go back and ask for more, he said.

Part of the problem lies in the new Congress, which lost many liberal Democratic seats during the last election. According to Fraser, most of the senators who voted for the loan guarantees lost their bid for re-election.

He questioned whether Chrysler could even have gone back to the old Congress for more money. At the time the bill passed, many members had a "once-is-enough" attitude and the bill met with staunch opposition.

• Chrysler has been making progress in its drive to come back, according to a federal panel that oversees the company's loan guarantees, but it is far from out of the woods yet.

The report says it is unlikely Chrysler will achieve its profit projections for the fourth quarter of 1980 but that it would be better than the preceeding four quarters.

Pricing, too, has become a problem for the car buyer and Fraser, as a member of the board said he "wishes" prices at Chrysler could be lowered. He said Chryselr will lose $1.3 to $1.4 billion this year and a cut in prices would be difficult unless "you're anxious to increase that loss to $1.8 billion."

According to Fraser the only way an appreciable cut could be made would be with more volume.

Chrysler has also been discussing a joint venture with Automobiles Peugeot, said. That venture would include a jointly built car for 1985-86 which would replace the Omni and Horizon. He said the project was only in the talk stage and "I don't know if the agreement will be consummated."

Chrysler is not the only auto maker in financial difficulty, just the most visible. Both Ford Motor Co. and General Motors showed record losses for the third quarter.

GM Chairman Thomas Murphy has projected the sale of 13 million cars and trucks in the 1981 model year. Fraser called him the "optimist of the optimists" but said he would be "delighted" with the 13 million sales.

However, he pointed out 13 million is off substantially from the 15.3 million sold in 1978.

Renault chief honored

PARIS. — Renault Chairman Bernard Vernier-Palliez has been designated manager of the year by Le Nouvel Economiste, a French business weekly.

U.S. trade show opens today in mainland China

WASHINGTON. — A U. S. trade exhibition by 250 American companies officially opens in Peking today (Nov. 17).

Participants include such firms as General Motors, Ford Motor Co., TRW, Dow Corning and Caterpillar. The participants were assembled by the U. S. Department of Commerce after detailed consultation with the Chinese officials charged with advancing the industrial modernization of their country.

The exhibition will display products specifically chosen to assist mainland China's growth plans in five fields: Transportation, petroleum exploration and extraction, agriculture, power generation and textile and consumer goods machinery.

The 12-day event is expected to draw some 200,000 Chinese officials, managers, engineers and technicians.

Competitive Cortinas

Ford Australia says its new TF series Cortina sedans and wagons have improved safety features, more luxurious interiors, better handling characteristics and are quieter and more fuel efficient than the previous TE model. Standard engine is the two-liter OHC four; a six is optional. Both have a temperature-sensitive viscous clutch fan which is said to use less power and help improve fuel economy.

Month's import penetration soars to record 30.5 pct.

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars in August set a record for the month and import penetration of the U. S. total was highest for any month in history, according to figures compiled by R. L. Polk & Co.

New import registrations in August totaled 214,742, up 10.21 percent from 194,849 a year earlier. Record for August had been 201,977, set in 1977.

The August total was down from 215,677 in July, but import penetration of total U. S. registrations in August hit 30.51 percent, topping the former high mark of 30.12 percent set in July.

For the first eight months of 1980, import registrations totaled 1,686,030, up 6.72 percent from last year's record 1,579,227.

Imports accounted for 28.72 percent of U. S. new-car registrations in the first eight months, compared with 22.41 percent last year.

• Front-running Toyota and Datsun led the strong import showing in August and both increased their shares of the import market, compared with the preceding year. Toyota accounted for 23.22 percent of import registrations, up 2.61 percentage points from a year earlier. Datsun was up 1.36 points to 20.88 percent.

Also gaining were Volkswagen, up 0.49 of a point to 10.97 percent; Mazda, up 0.13 of a point to 5.92 percent, and Subaru, up 0.86 of a point to 4.89 percent.

Down from a year earlier were Honda, off 0.61 of a point to 13.49 percent; Fiesta, off 1.23 points to 2.40 percent, and Volvo, which dipped 0.09 of a point to 2.36 percent.

Rounding out the top 10 imports were Mercedes-Benz, which accounted for 2.13 percent of the total, and Arrow, which accounted for 1.90 percent. Neither of these nameplates were in the top 10 a year earlier.

The top 10 imports accounted for 88.16 percent of total import registrations in August, up from 85.79 percent a year earlier. For the first eight months, the top 10 accounted for 88.97 percent, compared with 86.07 percent last year.

• Japanese nameplates accounted for 72.83 percent of the August import total, up from 69.87 percent a year earlier, but down from 73.83 percent in July.

Registrations of imported cars by country of origin, with year-earlier figures in parentheses, were: Japan, 156,403 (136,140); West Germany, 40,812 (39,733); Sweden, 6,347 (5,984); United Kingdom, 4,679 (4,312); Italy, 3,321 (5,907); France, 3,172 (2,773), and others, 8 (0).

Registrations of imported cars by country of origin for the first eight months of 1980, with year-earlier figures in parentheses, were: Japan, 1,260,078 (1,088,635); West Germany, 308,993 (349,076); Sweden, 42,666 (45,960); Italy, 30,511 (46,495); France, 23,841 (19,198); UK, 19,932 (29,862), and others, 8 (1).

• Registrations or imported trucks in August totaled 45,291, up 23.12 percent from 36,785 a year earlier.

Registrations of imported trucks in August, with year-earlier figures in parentheses, were: Toyota, 12,479 (10,785); Datsun, 9,615 (7,475); LUV, 6,494 (6,785); Courier, 5,952 (5,309), and others, 10,751 (6,431).

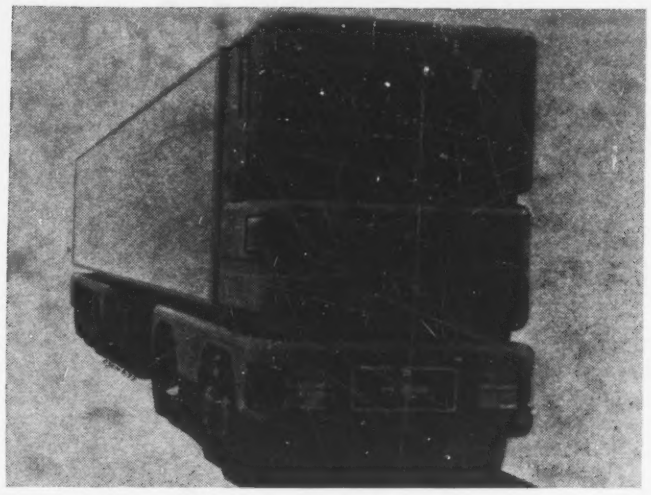
The truck import total for the first eight months of 1980 was 357,862, up 9.75 percent from 326,084 last year.

Registrations of imported trucks in the first eight months, with year-earlier figures in parentheses, were: Toyota, 93,210 (81,792); Datsun, 73,976 (73,056); LUV, 57,840 (66,384); Courier, 50,827 (51,309), and others, 82,009 (53,543).

IMPORT REGISTRATION SHARES IN U.S.

	AUGUST					EIGHT MONTHS				
	Regis., Aug., 1980	Percent Share of Market	Regis., Aug., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 8 mos., 1980	Percent Share of Market	Regis., 8 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	49,864	23.22	40,155	20.61	+ 2.61	394,571	23.40	305,431	19.34	+ 4.06
Datsun	44,845	20.88	38,028	19.52	+ 1.36	356,085	21.12	284,410	18.01	+ 3.11
Honda	28,963	13.49	27,484	14.10	− 0.61	232,704	13.80	229,243	14.52	− 0.72
Volkswagen	23,551	10.97	20,432	10.48	+ 0.49	172,303	10.22	204,334	12.94	− 2.72
Mazda	12,717	5.92	11,289	5.79	+ 0.13	101,445	6.02	92,565	5.86	+ 0.16
Subaru	10,509	4.89	7,860	4.03	+ 0.86	80,321	4.76	67,242	4.26	+ 0.50
Fiesta	5,158	2.40	7,068	3.63	− 1.23	46,313	2.75	53,770	3.40	− 0.65
Volvo	5,069	2.36	4,766	2.45	− 0.09	41,414	2.46	.....	.....	.....
Mercedes	4,572	2.13	.....	.....	.....	37,781	2.24	44,091	2.79	− 0.55
Arrow	4,070	1.90	.....	.....	.....	34,137	2.02	35,850	2.27	− 0.25
Fiat	.....	.....	5,412	2.78	.....	.....	.....	42,353	2.68	.....
Audi	.....	.....	4,673	2.40	.....					
All Others	25,424	11.84	27,682	14.21	− 2.37	188,956	11.21	219,938	13.93	− 2.72
TOTAL	214,742		194,849			1,686,030		1,579,227		
Share of U.S. Total		30.51		22.12	+ 8.39		28.72		22.41	+ 6.31

Registrations not available for Oklahoma, delayed for Washington.



The future according to MAN

The MAN X 90 truck of the 1990s would have interchangeable cab, sleeping area and freight containers and could be easily transformed into a bus. Large windows and electronics play an important role, as do aerodynamics; the rounded-box shape and gapless cab-trailer junction give the truck as little wind resistance as a Porsche.

truck industry news

Compacts continue to rise in most cases

10-month truck sales drop 28.8 pct.

Franchised dealers and factory outlets retailed an estimated 2,139,931 new trucks of all types in the U. S. in the first 10 months of 1980, a decline of 28.8 percent from the 3,005,739 sold in the comparable period in 1979.

October sales were down 34.4 percent from the same month a year ago, from 298,300 units to an estimated 195,832. Totals for the month and the January-October period include the non-captive Japanese-built compact pickup trucks.

If retail sales hold at the October level for the last two months of the year, the total for calendar 1980 will come in at about 2.5 million units, a decline of 22.7 percent below last year's 3,235,795 units.

Sales of the compact pickups as a group were up for October and the 10-month period, but the non-captives—Toyota, Datsun and Mazda—were down for the month as a group and up for the year.

In October, combined sales of the Ford Courier, Chevrolet LUV, Dodge Ram 50 (formerly called the D-50), Plymouth Arrow, Toyota, Datsun, Mazda and Volkswagen totaled 35,948 units, a gain of 7.5 percent over last year's 33,433.

For the 10 months, the total of 447,511 units was 14.1 percent higher than the 392,364 delivered in the same period in 1979.

Dealers for the non-captive

Table on Page 22

makes retailed 14,342 units during the month, down 16 percent from the year-ago 17,087. But the 10-month count was up 11.6 percent, from 199,965 in 1979 to 223,113, an alltime high for the period.

The Motor Vehicle Manufacturers Assn. said in a preliminary report that dealers franchised by U. S. truck producers and factory outlets sold 181,490 units in October, a decline of 35.4 percent from last year's

Continued on Page 22, Col. 3

Truck talk fills air in Nissan's home state

By Edward Lapham
Financial Editor

NASHVILLE, Tenn. — There was no doubt that trucks were one of the most important topics in middle Tennessee following announcement that Nissan Motor Mfg. Corp. U.S.A. will build a $300 million truck plant in nearby Smyrna.

In fact, trucks were so important that Robert W. McComb, Nashville Lumber Inc., walked into Dixie Datsun within hours of the announcement and paid a $200 deposit "to purchase the first American produced Datsun pickup truck."

Glen Roberts, Dixie Datsun, said this sort of enthusiasm should help Datsun truck sales throughout the area.

Gary Proctor, Hippodrome Datsun sales manager, said that truck sales have held up well despite the imposition of the permanent 25 percent tariff. "The only problem I have right now is getting enough 4x4s to sell," he said.

Proctor told AUTOMOTIVE NEWS he approached the Governor's office the day of the announcement to talk about fleet sales to the state government.

• The state government has not used Datsuns in any quantity, although officials at a reception here were certain there would be fleet business in the future. Nashville Electric Co. and the state library have used Datsun trucks in the past, Proctor said.

It is assumed that the Datsun truck plant will begin to draw supplier plants into the area, which in turn will help the economy here.

However, there was some surprise at a press conference when Takashi Ishihara, Nissan Motor Co. Ltd. president and chief executive officer, said other truck manufacturers from Japan might also choose to locate in the Nashville area.

"Nashville might become lit-

Continued on Page 22, Col. 5

Decline in sales, profits reported by Caterpiller

PEORIA, Ill. — Caterpillar Tractor Co. reported a decline in both consolidated sales and after-tax profits in the third quarter. Nine-month profits also were down from a year ago, but sales showed an increase of 33.3 percent.

Profits in the July-September period amounted to $109.1 million, down 35 percent from the year-ago $167.8 million. Sales decreased 6.6 percent, from $2.23 billion in 1979 to $2.0 billion.

Profits for the first nine months totaled $421.6 million, off 9.4 percent from a year ago. Sales were up from $6.29 billion in 1979 to $6.50 billion.

The company said the third-quarter drop in profits resulted from a decline in physical volume, higher depreciation expense, increased operating costs at some non-U. S. subsidiaries and reduced earnings of its main affiliate, Caterpillar Mitsubishi, Ltd.

Because of the U. S. recession, Caterpillar said, demand in almost all major machine and engine end-use categories declined. But it added that efforts to increase domestic oil production resulted in substantially increased demand for machines and engines used in a variety of petroleum applications.

Outside the U. S., the company reported, third-quarter sales amounted to $1.35 billion, an increase of 20.7 percent over the comparable period a year ago.

West Coast facilities being closed by Mack

ALLENTOWN, Pa. — Mack Trucks, Inc., will close its West Coast assembly/manufacturing facilities in Hayward, Calif., during the first quarter of 1981. The decision was based on "the desire to more effectively utilize corporate assets and reduce costs," a spokesman said.

About 70 percent of the Hayward production is sold outside the Western region, he added. Cruise-Liner and Super-Liner models built in Hayward will be transferred to the Allentown area, and lightweight features of West Coast models will be incorporated.

Argentine distributor is signed by White

FARMINGTON HILLS, Mich.—White Motor International, Inc., White Motor subsidiary, has signed a distributor agreement with PROMOVIAL, Buenos Aires, Argentina, and has begun manufacture of the first of an introductory order of 40 heavy trucks valued at approximately $1,570,000.

PROMOVIAL is a subsidiary of MACROSA, the Caterpillar distributor in Argentina. Alberto J. Boggio, PROMOVIAL president, visited White headquarters here recently to sign the distributor agreement. The Argentine company expects to begin regular monthly deliveries of White and Autocar trucks in January.

Z-van's MPG exceeds hopes, operator says

MEMPHIS. — When Federal Express, Memphis-based air express service, took delivery of its first U. S. shipment of IVECO Z-vans several months ago, Michael J. Fitzgerald, the firm's senior vice president for vehicle and ground transportation, said the pickup-and-delivery van, powered by a five-cylinder Deutz "AirDiesel" engine, was expected to achieve about 16 MPG.

According to recently compiled performance data, however, Fitzgerald said the first vehicles in service are getting 18 MPG, which he called a considerable improvement over the 10.4 MPG that Federal Express was getting from gasoline-driven vans.

Fitzgerald said the higher-than-expected fuel economy was achieved in spite of the fact that the Z-van is heavier than the gasoline van and has almost twice as much payload space.

He added that Federal Express has been impressed enough by this performance that it has ordered 150 more Z-vans to complement the original 250 units, and is planning to expand its use of the IVECO vans in the years to come until they represent the majority of vehicles in the fleet.

• The IVECO van is a joint venture of Italy's Fiat S.p.a. and the West German firm of Klockner-Humboldt-Deutz, AG (KHD). The 4.7-liter, five-cylinder air-cooled Deutz diesel, which delivers 108 HP at 2,800 RPM, is used in the Fiat chassis. A fiberglass-reinforced body is added in the U. S.

According to Fitzgerald, Federal Express considered a number of vehicles when it realized it had to change its whole philosophy regarding Class 2 and 3 delivery vans.

No longer did Federal Express feel it could afford "throwaway" vehicles that have a life of only 3 to 5 years, he explained, adding that it was decided to look for a vehicle with a projected life of from 7 to 10 years.

Fuel economy and cargo capacity were other considerations in ultimately deciding which vehicle to go with, he said.

"In addition," he said, "air-cooled engines have no hoses, radiators or water pumps to contend with and therefore cost less to maintain than liquid-cooled engines. With a fleet of nearly 2,700 vehicles, the savings there could be very significant over the long run.

"There is a great market developing now for a premium priced vehicle," Fitzgerald said, "one that offers good perfor-

Continued on Page 22, Col. 5

Grumman builds electric truck for mail delivery

MELVILLE, N. Y.—Grumman Allied Industries, Inc., a subsidiary of Grumman Corp., has been awarded a contract by the U. S. Postal Service to build 10 light-delivery electric trucks as part of a program to test commercially available electric vehicles.

The Grumman vehicle will be aluminum and will meet the customer's specifications for a truck capable of making 350 starts and stops before recharging, a spokesman said.

The vehicles for the Postal Service essentially will be identical to Grumman's recently developed electric truck, which is the product of a two-year development effort. Each carries a driver and a payload of 500 pounds. The payload area exceeds 65 cubic feet.

The vehicles will be built in Sturgis, Mich., by Grumman Olson, a division of Grumman Allied Industries, Inc.

Although the Postal Service vehicles will be Grumman's first sale of production model electrical trucks, the company is a major builder of aluminum truck bodies, having built more than 140,000 since 1946.

Grumman Allied Industries also builds buses, fire trucks, canoes, boats, yachts, and storage and transportation systems for perishables.

Ready for U. S. mail testing

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Compacts continue to rise in most cases

10-month truck sales drop 28.8 pct.

Continued from Page 10

281,213. The count includes the captive compact pickups.

The 10-month total was 28.8 percent below that for the comparable period in 1979, from 2,805,774 units to 1,916,818.

In October, according to the MVMA report, domestic sales were down in all three market categories.

Light-truck deliveries totaled 157,158 units, off 36.8 percent from the year-earlier 248,639. Mediums were down 38 percent, from 12,636 a year ago to 7,833, and the heavies showed a decline of 17.2 percent, 16,499 units versus 19,938.

On Nov. 1, the number of unsold trucks in retailers' hands was down significantly in all three market segments.

The inventory of light trucks totaled 461,751 units, down 39.4 percent from last year's 762,103. Mediums were off 46.2 percent, from 45,146 to 24,275, and the heavies dropped to 42,750, a decline of 28.1 percent from the year-ago 59,468.

• During the month, the Big Three truck manufacturers said their dealers and factory outlets retailed 155,397 units, a decline of 39 percent from the 254,619 sold in the same month in 1979.

The 10-month total of 1,703,401 units was 34.6 percent lower than the year-earlier 2,603,240 vehicles.

In October, Ford dealers sold 70,220 units, off 37.5 percent from last year's 112,403. The count included 7,044 Couriers, an increase of 18.5 percent over the year-ago 5,943.

For the January-Ocober period, Ford sales totaled 676,991 units, down 33.8 percent from last year's 1,023,368. Courier sales, however, were 2.1 percent higher, from 66,710 in 1979 to 68,124.

Chevrolet dealers retailed 54,985 new trucks during the month, a decrease of 36.5 percent from the year-earlier 86,553. LUV sales were up slightly, from 7,308 units to 7,587.

Through October, Chevrolet sales totaled 645,956 units, off 34.3 percent from the 983,007 retailed in the like period in 1979. LUV deliveries for the 10 months were down 8.3 percent, from last year's record 85,217 to 78,119 units.

• Dodge and Chrysler - Plymouth retailed 16,992 light trucks during the month, down 50.6 percent from the year-ago 34,373. The total included 3,910 Ram 50s, up almost 85 percent from last year's 2,115, and 1,338 Plymouth Arrows, an increase of 36.5 percent over the year-ago 980.

For the first 10 months, sales were down 35.8 percent, from 344,885 in 1979 to 221,438. Ram 50 sales were 43.7 percent higher, 39,805 versus 27,703, and Arrow deliveries totaled 16,688, up 30.7 from last year's 12,769.

During the month, GMC outlets retailed 13,200 vehicles, a drop of 38 percent below the year-earlier 21,290. The 10-month count was 159,026, off 36.9 percent from last year's 251,980.

American Motors reported that 5,847 Jeep four-wheel-drive vehicles were sold in October, a decline of 58.3 percent from last year's 14,009. Through October, the total was off 43.6 percent, from 117,244 a year ago to 66,128.

Volkswagen dealers retailed 1,727 compact pickups during the month, bringing the 10-month total to 21,662. The vehicle was not available in volume until last January.

Datsun was the only one of the three non-captive truck distributors to report a sales gain in October. However, all three reported increases in 10-month deliveries.

Datsun dealers sold 7,298 units during the month, up 7.2 percent over last year's 6,805. The 10-month total was 13.7 percent higher, 98,119 versus 86,298.

In October, Toyota sales slipped 34 percent, from 9,443 a year ago to 6,229. Through October, the count was 117,459, an increase of 10.1 percent over last year's 106,693 units.

Mazda's October sales dropped almost 3 percent below last year's level, from 839 units to 815. The 10-month count was 8 percent hgiher, however, 7,535 versus 6,974.

Mercedes - Benz of North America reported 318 retail sales during the month, a decline of 7.8 percent from last year's 345. The January-October count was up 13.1 percent, from 2,954 a year ago to 3,340.

Big Three October, year-to-date truck sales

	October		Year to date	
	1980	1979	1980	1979
Ford				
Vans	9,194	15,599	88,320	149,625
Club Wagon	2,326	2,884	21,100	33,978
Courier	7,044	5,943	68,124	66,710
Bronco	3,270	7,066	33,385	58,068
Conventional Pickups	43,858	72,696	405,456	632,855
Mediums	3,679	6,061	48,078	61,644
Heavies	849	2,154	12,528	20,488
Chevrolet				
Vans	5,526	11,481	76,334	148,434
Sportvan	1,017	2,096	14,589	26,690
LUV	7,587	7,308	78,119	85,217
El Camino	3,608	4,654	35,193	45,146
Blazer	1,505	4,659	23,380	49,527
Suburban	958	2,653	18,275	33,309
Conventional Pickups	32,768	49,868	371,476	555,843
Mediums	1,903	3,512	26,672	35,626
Heavies	113	322	1,918	3,215
Chrysler				
Vans	4,323	11,771	59,860	110,994
Voyager	416	586	5,820	8,851
Ram Wagon	1,239	1,823	18,548	26,740
Arrow	1,338	980	16,688	12,769
Ram-50	3,910	2,115	39,805	27,703
Trail Duster	131	655	2,924	4,960
Ramcharger	410	1,585	6,586	12,925
Conventional Pickups	5,225	14,858	71,207	139,943
GMC				
Vans	1,212	2,932	18,530	36,566
Caballero	375	452	3,762	5,509
Jimmy	325	878	4,835	10,139
Suburban	212	503	3,720	6,186
Conventional Pickups	8,016	12,880	87,027	143,037
P models	174	296	3,179	4,709
Mediums	1,736	1,850	21,473	25,497
Heavies	1,150	1,499	16,500	19,961
Motor homes	.....	.....	.....	376

Tennessee hails Datsun's move to Dixieland

Continued from Page 10

tle Detroit," Ishihara said.

Tenn. Governor Lamar Alexander, who met the Nissan party at the Nashville airport and appeared at the press conference and reception with the Nissan officials, said the average annual wage for the workers would be about $20,000.

Marvin T. Runyon, retired Ford Motor Co. manufacturing vice president who became president of the Nissan manufacturing subsidiary earlier this year, told the Nashville press conference the company does not intend to interfere if the UAW or any other union tries to organize the workers at the truck plant.

"They won't have to organize me," Runyon said. "I have a withdrawal card from the UAW. I was a member many, many years ago," he said.

"It will be entirely up to the employes to decide whether they want to belong to the UAW, another union, or no union at all," he said.

The truck plant is the second Nissan operation in the state, the ninth Japanese manufacturing operation and the 13th Japanese-owned business, the governor said. Nissan has a Memphis parts operation.

"For three generations, Tennesseeans have left home to go to Detroit for the kind of jobs Nissan is now bringing here," Gov. Alexander said.

Z-van's MPG exceeds hopes

Continued from Page 10

mance and long life. I think the days of the throwaway model are over. It just isn't good economics anymore."

Fitzgerald said he had some concerns about purchasing a foreign product, but added that a vehicle to meet the Federal Express criteria simply wasn't available domestically.

Fitzgerald sees Federal Express eventually having a two-tier fleet, as its 2,700 vehicles—most of which are now Econolines—are replaced.

The majority of the fleet will be Deutz-powered Z-vans with 500 cubic feet of payload area, he said. A smaller fleet of Econoline-type vans with a payload space of only 275 cubic feet will be retained.

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factories list auction dates

American Motors

Nov. 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

Nov. 19—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Nov. 20—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Nov. 21—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Nov. 25—Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Nov. 26—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Land N., Minneapolis.

AMC sales are open to all dealers.

Chrysler Corp.

Nov. 18—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Nov. 19—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Nov. 25—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Nov. 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Nov. 19—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

For job well done

Rodney Hobbs, second from right, parts manager, Rosenthal Toyota, Bladensburg, Md., receives a gift for a job well done from John Winkles, parts operation manager, Mid-Atlantic Toyota Distributors, Inc., Glen Burnie, Md. Adding their congratulations are John D. Walsh, left, general parts manager, Mid-Atlantic Toyota, and Dave Perno, general manager, Rosenthal Toyota. Hobbs won a 10-day trip to Japan by maintaining an outstanding parts inventory, running promotional campaigns and using innovative business practices that led to a big increase in parts sales.

Used car sales
Auction averages

November to date	$3,726
Month ago	$3,687
Year ago	$3,338

Model breakdown
Auction averages

	November To Date	October	September
1980	$6,081	$6,311	$6,350
1979	5,058	5,021	4,787
1978	3,920	3,793	3,841
1977	3,055	3,120	3,240
1976	2,106	2,223	2,362
1975	1,646	1,804	1,741
1974	1,269	1,343	1,350
1973	899	1,079	1,167
Overall Average	$3,726	$3,665	$3,545

Bumper to Bumper remains defendant

Monroe Auto, B & E settle antitrust suit

KANSAS CITY.—Monroe Auto Equipment Co. and Barkley & Evergreen, Inc. (B & E) have agreed to a stipulation and order settling the civil action between them instituted by Monroe charging price fixing.

The lawsuit, which was filed by Monroe on June 16, 1980, charges violations of the Sherman Act and the Robinson-Patman Act by a number of defendants, including (B & E).

Previously, the court entered a similar order settling the action by Monroe against Bumper to Bumper Program, Inc., Kansas City, and four automotive parts distributors that are members of the Bumper to Bumper group. Maremont Corp. remains as the sole defendant in the proceeding.

James K. Ashford, Monroe president, in commenting on the settlement with B & E said: "We are especially pleased and gratified with this settlement in that it affirms the position of Monroe in this litigation.

"The favorable settlement of this suit should serve as an indication that Monroe will take appropriate action to protect its position and the position of its customers."

Under the stipulation and order, Monroe said, B & E has agreed that it will not engage in any discussions or negotiations concerning prices, terms or conditions at which Bumper to Bumper, or any other programmed distribution group may purchase ride control products.

Monroe said B & E has also agreed not to engage in, or recommend, the inducing or granting of discriminatory prices, services or facilities in connection with the purchase or sale of ride control products; and not to recommend that any programmed distribution group or member favor or select one manufacturer or supplier of ride control products over another.

The stipulation and order was signed by U. S. District Court Judge Howard F. Sachs. The court will retain jurisdiction to enforce the stipulation and order.

In addition to Bumper and Bumper, a buying organization that purchases parts for its warehouse distributor members, the earlier court order involved Keystone Automotive Warehouse, Kansas City; Wayne Bull Co., San Antonio; Parts Central, Inc., Macon, Ga., and Pacific Wholesalers, Inc., Eugene, Ore. B & E is Bumper to Bumper's advertising agency.

Monroe's suit alleged that Maremont gave a discriminatory 10-percent discount on shock absorbers to Bumper to Bumper and its distributor members in exchange for an agreement to boycott Monroe shock absorbers. Monroe alleged the discount was not available outside the group.

Maremont and Wayne Bull have been named in a price-fixing suit filled in Dallas by Mid-America Industries, Inc., a warehouse distributor in Fort Smith, Ark.

used-car auction directory

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For the first time in 15 months

Week's auto output tops '79 figure

For the first time in 15 months, weekly domestic auto production topped year-ago figures as the makers continue their push to regain lost sales ground.

While weekly production seems to be improving, year-to-date output is still dragging far behind last year. Through Nov. 15, the makers built 5,564,745 cars, down 27.87 percent from the 7,715,681 completed in the comparable period. At this rate, the auto makers will build around 6.3 million cars in the 1980 calendar year, down 25 percent from the 8.4 million assembled in 1979.

Planned output last week was 152,999, up 2.03 percent from the 149,950 built a year ago, but off 2.13 percent from the 156,250 assembled the previous week. The last time the makers topped year-ago output was the week ended Aug. 11, 1979, when the makers built 81,621 cars, which was an increase of 7.65 percent over the comparable week one year earlier.

Last week, two Chrysler Corp. plants were closed but seven car points worked Saturday overtime. In the year-ago week, nine plants were closed for inventory adjustment and only two operated overtime shifts.

The downtime at Chrysler's Lynch Road (St. Regis/New Yorker/Gran Fury/Newport) and Belvidere (Omni/Horizon) facilities accounted for much of the decrease in production from the previous week.

The Lynch Road operation was closed for inventory adjustment, while Belvidere was down for realignment to begin building the new Miser models of the Omni and Horizon.

Both were slated to resume operations today (Nov. 17).

There was no downtime at either Ford Motor Co. or General Motors last week.

The auto makers scheduled Saturday overtime at four plants last week: GM at Oklahoma and Tarrytown (both X-car facilities), and Chrysler at Jefferson and Newark (both K-car plants). In addition, Chrysler's Jefferson, Newark and St. Louis points worked nine-hour shifts Monday through Friday last week.

For the year-to-date total, only Volkswagen of America showed an increase in output, up 9.73 percent to 170,496 from 155,371. Ford showed the largest drop, 41.02 percent, to 1,108,186 from 1,879,223.

Chrysler is off 33.64 percent to 549,447 from 828,019; Checker, off 34.21 percent to 2,784 from 4,252; GM, down 23.44 percent to 3,587,319 from 4,685,939, and American Motors, down 10.05 percent to 146,513 from 162,897.

breaking news

Continued from Page 1

attributable to a different cause. Regarding the alleged wheel-bearing problem on Omni/Horizon, NHTSA said Chrysler is aware of the problem and has announced a warranty system to cover it. It said it would not institute a recall campaign because it has received only 12 complaints and no reports of accidents.

Russians studying rotary engine

BERLIN.—Volga Auto Assembly (VAZ), Russian builder of Lada cars, is field-testing a single-rotor, 70-horsepower Wankel engine in 200 Lada sedans on Soviet highways, according to reports here. The VAZ rotary is said to be the first engine to use a digital electronic ignition advance. Audi-NSU, Wankel patent holder, has confirmed that VAZ is negotiating a Wankel production license.

Domestic new-car sales off slightly Nov. 1-10

DETROIT. — Domestic new-car sales Nov. 1-10 totaled 163,602, off 7.41 percent from 176,810 a year earlier. Chrysler Corp. sales were up 5.42 percent to 14,843. General Motors was off 2.57 percent to 105,123. Ford Motor Co. slipped 18.62 percent to 38,451, and Volkswagen of America dropped 32.40 percent to 2,285. Estimated sales of American Motors cars were 3,000, down 29.57 percent.

NLRB says Fraser's Chrysler board seat OK

WASHINGTON. — The National Labor Relations Board has dismissed charges by a New York resident that UAW President Douglas A. Fraser's seat on the Chrysler board will interfere with good-faith bargaining between the two factions.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 15, 1980	Same Week 1979	Week Ended Nov. 8, 1980	Nov. to Date	Jan. 1, to Nov. 17, 1979	Jan. 1, to Nov. 15, 1980
CHEVROLET	14,695	16,551	12,860	27,555	887,562	407,189
DODGE/PLYMOUTH	.....	3,231	3,110	3,110	290,921	108,862
FORD	16,124	17,823	15,802	31,926	952,464	513,503
GMC	5,175	5,616	5,113	10,288	308,916	131,032
INTERNATIONAL	1,730	.....	590	2,320	115,642	57,025
MACK	415	728	420	835	33,282	20,424
JEEP	1,740*	2,975	1,740*	3,480*	171,719	70,901*
AMC CORP.	85*	450	85*	170*	19,785	7,616*
VOLKSWAGEN	650	.....	547	1,197	.....	23,975
MISCELLANEOUS	500*	800	500	1,000	36,850	34,125
Total Trucks, U. S.	41,114	48,174	40,767	81,881	2,817,241	1,374,652

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 15, 1980	Same Week 1979	Week Ended Nov. 8, 1980	Nov. to Date	Jan. 1, to Nov. 17, 1979	Jan. 1, to Nov. 15, 1980
CHRYSLER CORP.	1,280	1,291	1,442	2,722	50,725	45,431
FORD MOTOR	2,892	2,405	4,149	7,041	199,773	157,528
GENERAL MOTORS	6,793	4,028	6,389	13,187	258,783	208,650
AMERICAN MOTORS	.....	.....	.....	.....	47,686	11,823
INTERNATIONAL	295	414	303	598	18,648	14,190
MACK	40	87	40	80	3,465	1,859
Total Trucks, Canada	11,305	8,225	12,323	23,628	579,080	439,481
N. American Trucks	52,419	56,399	53,090	105,509	3,396,321	1,814,133

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U.S. truck output climbs slightly to 41,114 for week

Despite two plant closings and scattered downtime, U. S. truck production last week was able to pull slightly ahead of the previous week's output as overtime was slated at two General Motors points.

Scheduled output last week was 41,114, up 0.85 percent from the 40,767 completed the previous week, but off 14.65 percent from the 48,174 assembled in the year-ago week.

Chrysler Corp.'s Warren truck plant was closed last week for inventory adjustment, temporarily idling 4,000 hourly workers. The plant was scheduled to resume operations today (Nov. 17) but the downtime was extended to Nov. 24. When the plant reopens, the line speed will be cut from 640 units a day to 320. The company had previously announced the line would be building 424 units a day.

International Harvester's Springfield plant was down last week and production was also partially closed at its Fort Wayne point. The downtime began Nov. 3 and the Springfield plant is slated to return today.

Ford closed one line at its Kentucky truck plant last week to balance inventories. That line built the big CL-3.

General Motors has scheduled Saturday overtime at two plants: Baltimore and Janesville.

Year-to-date truck production through Nov. 15 was 1,374,652, down 51.20 percent from the 2,817,241 completed in the comparable 1979 period.

Advance by GM leads to gain in Canadian output

Canadian auto production increased slightly last week as a gain in General Motors' weekly output offset a decline by Ford Motor Co.

Last week's scheduled output of 19,621 units was up 0.47 percent from the 19,529 built the previous week, though down 7.43 percent from the 21,197 assembled during the comparable 1979 week.

Ford production dropped last week because the maker's plants were closed Nov. 10 for Remembrance Day. General Motors, which did not close its plants for the holiday, recorded a substantial increase last week because the previous week's output at the St. Therese plant was hampered by quality control problems.

Output of Concord and Eagle vehicles at the American Motors Brampton plant has been picking up steam since the assembly-line start-up there Nov. 3.

Year-to-date, Canadian auto manufacturers have built 730,347 vehicles, a 17.10-percent drop from the 881,054 assembled during the equivalent period last year.

U. S. CAR PRODUCTION

	Week Ended Nov. 15, 1980	Same Week 1979	Week Ended Nov. 8, 1980	Nov. to Date	Jan. 1, to Nov. 17, 1979	Jan. 1, to Nov. 15, 1980
AMERICAN MOTORS	3,275*	4,125	3,275*	6,550*	162,897	146,513*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,100	11,617	21,284	36,384	828,019	549,447
Plymouth Total	7,300	5,615	10,608	17,908	335,659	252,327
Horizon	.....	3,510	3,219	3,219	153,554	136,439
Volare	.....	1,878	.....	.....	169,540	51,735
Gran Fury	.....	227	.....	.....	.....	13,759
Caravelle	100	.....	114	214	8,366	5,518
Reliant	7,200	.....	7,275	14,475	.....	44,876
Chrysler Total	1,500	864	1,436	2,936	168,691	70,641
Chrysler	.....	864	.....	.....	74,408	16,705
LeBaron	1,500	.....	1,436	2,936	94,283	53,936
Dodge Total	6,300	5,138	9,240	15,540	323,669	226,479
Omni	.....	3,335	2,924	2,924	133,921	114,507
St. Regis	.....	359	.....	.....	24,525	12,269
Diplomat	600	.....	805	1,405	45,595	26,885
Aspen	.....	1,444	.....	.....	119,628	36,881
Aries	5,700	.....	5,511	11,211	.....	35,937
FORD MOTOR	37,174	17,328	33,226	70,400	1,879,223	1,108,186
Ford Division	25,867	13,898	22,437	48,304	1,259,218	794,610
Pinto	.....	.....	.....	.....	159,912	68,179
Must./Must. II	5,336	6,246	5,279	10,615	345,218	208,332
Fairmont	2,724	.....	2,735	5,459	189,560	182,653
Granada	4,780	.....	4,499	9,279	133,097	94,093
LTD	.....	.....	.....	.....	22,746	.....
Thunderbird	3,393	2,655	.....	3,393	249,507	103,954
Ford	2,100	4,997	2,016	4,116	159,178	80,212
Escort	7,534	.....	7,908	15,442	.....	57,187
L-M Division	11,307	3,430	10,789	22,096	620,005	313,576
Mercury Total	9,641	3,430	8,901	18,542	480,558	271,019
Bobcat	.....	.....	.....	.....	41,573	12,445
Capri	1,738	1,525	1,840	3,578	101,477	59,977
Zephyr	1,116	.....	1,105	2,221	55,604	59,533
Cougar/Monarch	1,727	.....	1,893	3,620	57,013	20,065
XR-7	1,211	1,905	.....	1,211	131,704	52,149
Mercury	1,297	.....	1,314	2,611	93,187	47,634
Lynx	2,552	.....	2,749	5,301	.....	19,216
Lincoln Total	1,666	.....	1,888	3,554	139,447	42,557
Lincoln	909	.....	857	1,766	67,568	17,628
Versailles	.....	.....	.....	.....	11,364	1,866
Mark VI	757	.....	1,031	1,788	60,515	23,063
GENERAL MOTORS	92,815	111,709	93,927	186,742	4,685,939	3,587,319
Buick Division	17,041	17,836	18,307	35,348	701,997	673,890
Skyhawk	.....	586	.....	.....	23,300	.....
Skylark	4,806	3,592	5,188	9,994	102,212	188,840
Century	2,943	2,518	3,023	5,966	58,593	144,788
Regal	4,657	4,714	4,844	9,501	235,284	175,690
Buick	3,595	5,048	4,206	7,801	230,702	127,013
Riviera	1,040	1,378	1,046	2,086	51,906	37,559
Cadillac Division	4,193	6,965	4,641	8,834	312,650	172,182
Seville	640	1,255	646	1,286	42,399	29,703
Cadillac	2,308	4,668	2,792	5,100	209,964	95,712
Eldorado	1,245	1,042	1,203	2,448	60,287	46,767
Chevrolet Division	40,290	48,850	39,774	80,064	2,069,787	1,535,118
Chevette	9,000	8,940	9,235	18,235	372,400	406,342
Monza ('80)	2,780	3,367	3,008	5,788	144,421	143,503
Camaro	2,420	5,167	2,426	4,846	241,725	105,029
Citation	10,145	9,905	9,542	19,687	275,641	399,785
Malibu	6,570	7,783	6,591	13,161	361,728	231,621
Monte Carlo	3,575	4,726	3,561	7,136	212,466	103,652
Chevrolet	4,800	7,981	4,421	9,221	417,696	106,646
Corvette	1,000	981	990	1,990	43,710	38,540
Oldsmobile Division	18,073	22,135	18,351	36,424	931,824	692,910
Starfire	.....	343	.....	.....	19,909	.....
Omega	2,336	1,665	2,215	4,551	48,090	96,394
Cutlass	9,516	10,709	9,909	19,425	480,054	329,971
Oldsmobile	5,397	8,223	5,396	10,793	335,290	198,378
Toronado	824	1,195	831	1,655	48,481	68,167
Pontiac Division	13,218	15,923	12,854	26,072	669,681	513,219
Acadian†	280	328	233	513	15,504	17,465
Sunbird ('80)	4,216	2,145	3,695	7,911	94,621	140,064
Phoenix	3,082	2,767	3,189	6,271	75,339	118,973
Firebird	1,660	3,945	1,665	3,325	180,440	70,655
LeMans	1,815	1,788	1,905	3,720	82,531	55,029
Grand Prix	1,925	2,298	1,906	3,831	865,146	62,944
Pontiac	240	2,652	261	501	134,700	48,089
VOLKSWAGEN	4,550	5,107	4,451	9,001	155,371	170,496
CHECKER	85*	64	87	172	4,232	2,784
Total Cars, U. S.	152,999	149,950	156,250	309,249	7,715,681	5,564,745

CANADIAN CAR PRODUCTION

	Week Ended Nov. 15, 1980	Same Week 1979	Week Ended Nov. 8, 1980	Nov. to Date	Jan. 1, to Nov. 17, 1979	Jan. 1, to Nov. 15, 1980
AMERICAN MOTORS	319	.....	199	518	.....	518
CHRYSLER CORP.	1,440	3,501	1,749	3,189	113,390	65,639
FORD MOTOR	4,352	5,102	6,185	10,537	255,185	222,784
GENERAL MOTORS	13,285	12,359	11,194	24,479	504,814	432,734
VOLVO	225	235	202	427	7,665	8,672
Total Cars, Canada	19,621	21,197	19,529	39,150	881,054	730,347
N. American Cars	172,620	171,147	175,779	348,399	8,596,735	6,295,092
N. American Trucks	52,419	56,399	53,090	105,509	3,396,321	1,814,133
North American Cars and Trucks	225,039	227,546	228,869	453,908	11,993,056	8,109,225

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

11/22/80 C 2700-1 U

Automotive News

Detroit, November 24, 1980

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Z-z-z-a-p-t!

Escort/Lynx bodies welded automatically

A conveyor system, top photo, delivers Ford Escorts and Mercury Lynxes into new automated welding equipment called the Pivoting Pillar Buck (PPB). In operation, bottom photo, the PPB completely enfolds the body and subjects it to about 70 spot welds in slightly more than one minute. There are two PPBs at Ford's Wayne assembly plant and two at Metuchen.

Black-ink month for Chrysler is first one since early 1978; Iacocca sees hurdles ahead

By Robert W. Irvin
Editor at Large

Chrysler Corp. Chairman Lee A. Iacocca said October was the auto firm's first profitable month since early 1978.

But he added that the way things are going Chrysler will probably end up losing money for the last quarter of the year — the full October-December period — because of soaring interest rates.

Iacocca noted that tight credit, with the prime rate up to the 17 percent range last week, is starting to have an impact like last spring when 20 percent interest devastated the auto market.

He also suggested that in order to get through January and February Chrysler will probably have to draw upon another $200 million in federal loan guarantees. although no request would be made until after the first of the year.

Iacocca, in an AUTOMOTIVE NEWS interview last week, made these other points:

1. To pump up sales of the new Reliant-Aries K-cars and the Omni-Horizon models, Chrysler will begin building and advertising "high value, high impact" offerings, instead of the expensive loaded models available up to now.

2. He hopes President-elect Ronald Reagan will carry through on a campaign promise to be a "tough negotiator" and persuade the Japanese auto makers to reduce their exports to America.

3. He hopes the arrival of the new administration will produce some "euphoria" which will help new-car sales enough so the market can recover in 1981 to the 10-million level from nine million this year.

4. In the mid-1980s he looks for "a lot of joint ventures, common designs" and other ties among the world's surviving auto companies.

• Chrysler lost $1.1 billion last year and has already lost $1.5 billion this year. The auto firm had been hoping to show a profit in the fourth quarter of this year.

Actually it did for the first month of the quarter, according to Iacocca.

"We should have run up a flag and thrown a big party in this company after just closing our books on October," he said.

"We don't report month-by-month results. We report quarterly, which is why this is touchy. But in October we had our first black month in about 2½ years — our first clean-cut, black month." He didn't give any figures.

Can the trend continue in November and December?

That will depend on getting enough dealer orders to fill next month's production schedules. The auto companies, of course, don't get their revenues from retail sales but rather from cars and trucks they build and sell wholesale to the dealers.

"Our biggest problem is getting the dealers to take the three weeks of December production —it all hinges on that," Iacocca said when asked about the fourth-quarter profit.

"I don't know how much we'll have to cut from our December schedules, if any," he hastened to add. But he made it clear any major cuts in the three weeks of production before the Christmas - New Year's holiday would more than offset the October profits.

"If sales continue the way they are the last 10 days, I doubt if the quarter will be profitable," he said. "I have a feeling we are headed into solid concrete with some dealers and fleets telling us to delay the units they have ordered.

• "Our only problem now is interest rates," he said. "I hope they peak at 17 and don't hang up there too long."

He said raising the interest rate isn't the answer to curbing inflation, that it didn't work when it was tried last spring. "All it does is emasculate the auto and housing businesses," he said.

"I don't care what the theories are — it doesn't work. I did applaud this originally last spring but we found then that money rates aren't the answer; I don't know why the Federal Reserve Board is flirting with this again.

"Monetary policy alone with-

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Chrysler goes all out to hype auto market

By Joseph Bohn
Marketing Editor

Chrysler Corp., seeking to "force" the sagging car market, launched a sweeping series of special values, consumer rebates and dealer incentives, backed by heavy merchandising and advertising support.

Most of the 10 components of its "Market Force 10" program run for 40 days.

Highlights include:

1. Dealer cash incentives of $200 to $600 on carryover '80s, with additional $200 bonus payments and potential earnings of an extra $1,000 or $1,500 for sales managers.

2. A $417 special value package on Omni 024 and Horizon TC3.

3. A new low-line K-car four-door, priced $100 above the low-line coupe.

4. Special demonstrator allowance on Aries/Reliant.

5. Rebates of $250 to employes, retirees and supplier employes on '81s, plus $100 bird-dog payments to employes and retirees and wholesale prices available to vendors on three K-car models.

6. A $700 dealer allowance on Imperials and guaranteed resale value to Imperial lessors.

• With its "Operation: Cash out the '80s," Chrysler is paying all dealers $200 to $600 on eligible carryover '80s. Dealers earn $200 on Omni, Horizon, Volare, Aspen, LeBaron and Diplomat retailed from Nov. 11 to Jan. 20.

Also, they earn $400 on Cordoba, Mirada, vans and wagons and 2WD pickups and sport utilities; $500 on Gran Fury, Chrysler Newport and Dodge St. Regis and $600 on New

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Study urges shakeups in EPA and NHTSA

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The Heritage Foundation, a conservative Washington based think - tank with good connections to the incoming Reagan Administration, is proposing major shakeups in the Department of Transportation and the EPA as part of an extensive action plan it has developed aimed at swinging the government to the right as quickly as possible.

In separate action proposals for EPA and DOT, the group suggests the time has come to seriously reappraise the functions of the two organizations and to change them from the advocatory bodies they have become back to the impartial arbiters they should be.

Of the EPA, Heritage Foundation says it is a classic example of a good idea gone too far. In the name of environmental protection, EPA is now "an indirect but often controlling power in decisions on domestic policy, foreign policy, land use, natural resource development, power facility citing, industrial growth and transportation restrictions," the foundation says.

"It illustrates the evolution of a new regulatory agency into a major force for exercise of direct federal controls over the private sector."

• EPA must be made to give greater consideration to the total human environment—health, food, energy, jobs, housing, recreation, safety and education—in its rulemaking procedures, the foundation says. And in this regard, EPA proposals should be handed down with an Environmental Impact Statement,

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breaking news

Porsche 911 up $665; 928 climbs $920

WARREN, Mich —Prices of two Porsche models have been increased an average of 2.4 percent for 1981. The 911 coupe is $28,365, up $665, and the 928 coupe is $38,850, up $920. Option prices have been raised 2.4 percent, and transportation charges have gone up $20 to $245. Prices of the 1981 Porsche 924 and 924 Turbo models will be announced later when the vehicles become available.

Ban on Japanese cars moves ahead

WASHINGTON. — A resolution to curb Japanese auto imports—somewhat changed because of the President's objections—has been approved 16 to 1, by a House subcommittee and at presstime was being debated by the full committee. Earlier story on Page 2.

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